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CLAIMS

1. A method of providing multimedia service contents to at least one terminal (12) via a wireless
5 network (17) including the steps of:
   - generating delivery packets (15) conveying both said service contents and a corresponding service logic,
   - transmitting said packets (15) to said at least
10 one terminal (12), and
   - receiving said packets (15) at said at least one terminal (12) and interpreting said packets (15) to obtain presentation of said multimedia service contents at said at least one terminal (12) according to said
15 corresponding service logic whereby, both said contents and said corresponding service logic being on said at least one terminal (12), said multimedia service contents can be presented interactively at said at least one terminal (12).

20 2. The method of claim 1, including the step of defining said corresponding service logic as a delivery application logic (18) common to a plurality of multimedia services in combination with at least one add-on cartridge (23a, 23b, 23c) specific to a given
25 service.

3. The method of claim 2, further including the steps of:
   - providing a server (10) adapted to transmit said delivery packets (15) to said at least one terminal
30 (12), and
   - generating a new multimedia service for the delivery to said at least one terminal (12) by generating a respective add-on cartridge.

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4. The method of claim 1, including the step of providing at said at least one terminal (12) at least one presentation and interaction module.

5. The method of claim 1, further including the step of providing at said at least one terminal (12) the service logic permitting at least one sequence of screens to be managed at said at least one terminal (12)

6. The method of claim 1, further including the steps of:

- providing a plurality of information content building blocks (300 to 318) adapted to be shared by a plurality of multimedia services, wherein said service logic is adapted to co-ordinate differently said basic building blocks (300 to 318) for different multimedia services.

7. The method of claim 1, further including the steps of generating said delivery packets (15) on the basis of a service standard template.

8. The method of claim 7, wherein said service template is defined in a markup language such as XML.

9. The method of claim 1, including the steps of using a mobile communications network as said wireless network (17).

10. The method of claim 9, including the steps of selecting said mobile communications network as one of a GPRS and a UMTS network.

11. The method of claim 10, further including the step of transmitting said delivery packets (15) via the data channel of said one of a GPRS and a UMTS network

12. The method of claim 1, further including the step of transmitting said delivery packets (15) via a transport protocol selected out of the group consisting of MMS, HTTP and HTTPS.

13. The method of claim 1, further including the steps of:

- providing said at least one terminal (12) with a presentation and interaction module (21), and

5   - providing said at least one terminal (12) with an interpreter module (20) for mapping the actions and contents conveyed by the delivery packets (15) onto said presentation and interaction module (21).

14. A client-server system for providing multimedia
10 service contents to at least one terminal (12) via a wireless network (17) comprising

- a server (10) configured for generating delivery packets (15) conveying both said multimedia service contents and a corresponding service logic,

15   - said wireless network (17) for transmitting said packets (15) to said at least one terminal (12),

- said at least one terminal (12) is configured for receiving said packets (15) and interpreting said packets (15) to obtain presentation of said multimedia
20 service contents at said at least one terminal (12) according to said corresponding service logic whereby, both said contents and said corresponding service logic being on said at least one terminal (12), said multimedia service contents can be presented
25 interactively at said at least one terminal (12).

15. The system of claim 14, wherein said server (10) is configured for defining said corresponding service logic as a delivery application logic (18) common to a plurality of multimedia services in
30 combination with at least one add-on cartridge (23a, 23b, 23c) specific to a given service.

16. The system of claim 15, wherein said server (10) is configured for generating a new multimedia service for delivery to said at least one terminal (12)
35 by generating a respective add-on cartridge.

17. The system of claim 14, wherein said server (10) is configured for providing a plurality of service content building blocks (300 to 318) adapted to be shared by a plurality of said multimedia

5 services, wherein said service logic is adapted to co-ordinate differently said basic building blocks (300 to 318) for different multimedia services.

18. The system of claim 14, wherein said server (10) is configured for generating said packets (15) on

10 the basis of a service standard template.

19. The system of claim 18, wherein said service template is defined in a markup language such as XML.

20. The system of claim 14, wherein said wireless network (17) is a mobile communications network.

15 21. The system of claim 20, wherein said mobile communications network is one of a GPRS and a UMTS network.

22. The system of claim 21, wherein said delivery packets (15) are transmitted to said at least one

20 terminal (12) via the data channel of said one of a GPRS and a UMTS network

23. The system of claim 14, wherein said delivery packets (15) are transmitted to said at least one terminal (12) via a transport protocol selected out of

25 the group consisting of MMS, HTTP and HTTPS.

24. A terminal for use as said at least one terminal in the system of claim 14, said terminal including an interpreter module (20) for processing the actions and contents conveyed by said packets (15) onto

30 a presentation and interaction module (21).

25. A computer program product directly loadable in the memory of a computer and including software code portions for performing the steps of claim 1 when said product is run on a computer.

26. A computer program product directly loadable in the internal memory of a computer and comprising software code portions for implementing the terminal of claim 24 when said product is run on a computer.

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